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Autore	Hallam Julia <1952-, >
Titolo	Nursing the image : media, culture and professional identity // Julia Hallam
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ISBN	1-134-66825-2 0-203-13602-0 1-134-66826-0 1-280-01865-8 0-203-17115-2 9786610018659
Descrizione fisica	1 online resource (253 p.)
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Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages 202-230) and index.
Nota di contenuto	Cover; Nursing the images: Media, culture and professional identity; Copyright; Contents; Acknowledgements; List of illustrations; Illustration acknowledgements; Introduction: (Auto)biography, research and feminist cultural studies; 1. Images, identities and selves; Images: nursing and femininity; Identities: nurses and their professional image; Selves: personal conceptions of professional identity; 2. The popular imagination; Reification and recruitment: images in post-war Britain; Irreverence and romance: the 1950's and 1960's; Fascination and aspiration: the romantic ideal Soap, sex and satire: the late 1960's and early 1970's 3. The professional imagination; A divided identity; Class divisions: job or profession?; Gender divisions: men enter the picture; Racial divisions:

visible differences; Image and identity: Briggs and the image of nursing;
4. The personal imagination; Self-image and uniform identities;
Knowing your place: hierarchy, status and the self; Out of place: re-
location, racism and the 'other'; The 'proper nurse': self as image,
image as self; 5. The contemporary imagination; Recruitment in crisis;
Romance in crisis
Equal opportunities in crisis: medical drama Carry on caring; Notes;
References and bibliography; Index

Sommario/riassunto

Ideas of 'nursing' and 'nurses' carry a powerful social charge. The image of the nurse continues to be a symbol of caring and of duty at the same time as it projects a view of femininity, 'stereotypical' in its gender relations. How has this image come to be constructed? An empirical investigation of representations of nursing practices in Britain focusing on publicity and promotional materials and their relationship to popular fictional narratives reveals a strong correlation between what are usually described as discrete forms of signification. Recruitment images, provide an

2. Record Nr.	UNINA9910253985403321
Autore	Dincer Ibrahim
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Descrizione fisica	1 online resource (230 p.)
Collana	Green Energy and Technology, , 1865-3529
Disciplina	385.0973
Soggetti	Transportation Engines Machinery Sustainable development Energy policy Engine Technology Sustainable Development Energy Policy, Economics and Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa

Livello bibliografico	Monografia
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preface -- Introduction -- Rail Transportation -- Locomotive Prime Movers -- Ammonia as a Transportation Fuel -- Clean Rail Transportation Systems -- System Analyses -- Case Studies -- Conclusions -- Nomenclature -- References -- Appendices.
Sommario/riassunto	<p>This book will assess and compare several options for ammonia co-fueling of diesel locomotives with integrated heat recovery, multigeneration (including on-board hydrogen fuel production from ammonia), and emission reduction subsystems from energy, exergy, and environmental perspectives. Economic considerations will be presented to compare the cost of the proposed systems for different scenarios such as carbon-tax rates, diesel fuel cost, and ammonia cost. Fossil fuel consumption and the associated negative environmental impact of their combustion is a significant global concern that requires effective, practical, and sustainable solutions. From a Canadian perspective, the Transportation Sector contributes more than 25% of national greenhouse gas emissions due to fossil fuel combustion, largely due to road vehicles (cars, light and heavy duty trucks). This is a complex and critical challenge to address, particularly in urban areas with high population density. There is a need to develop alternative energy solutions for mass passenger and freight transportation systems that will reduce both the traffic-volume of road vehicles as well as the emissions from the mass transportation systems. The book will be helpful to students in senior-level undergraduate and graduate level courses related to energy, thermodynamics, thermal sciences, combustion, HVAC&R, etc. The quantitative comparative assessment of such alternative energy systems provided by this book will be useful for researchers and professionals interested sustainable development.</p>